Core elements
Our master logos

The cornerstone of our visual identity is our logo. There are rules for its application, but we have created a flexible system that allows for freedom and diversity.

Master logo
The master logo is the stacked version. It's suitable for all collateral and media, and is available in black and white when needed. We also have a linear version that can be used where space is at a premium.

Our written name
Our brand isn't just about our visual identity. It's also the way we write. Mitie should always be written with an initial cap through all media, but never full caps or all lowercase (except as part of the logo). So write Mitie, not MITIE or mitie.

Minimum size
The minimum size that either logo can be reproduced at is measured by the width of the logo. See opposite.
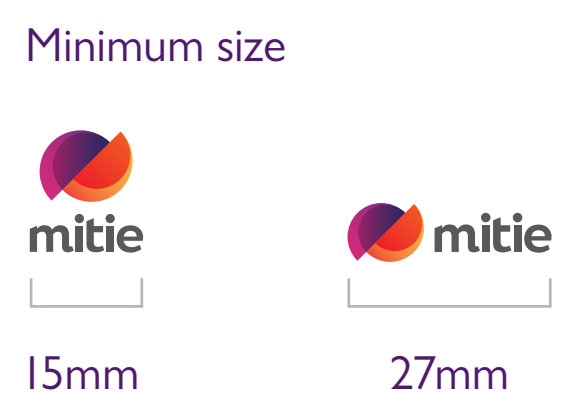
The parts of our logo

The Roundel

The Logotype

Always...
- Use high-resolution versions of the logo (available to download from our media library or on the Brand Centre on Minet)
- Allow for the correct amount of 'clear space' around the logo as advised on pages 19-20

Never...
- Stretch or distort the logo
- Separate from the 'roundel' (the orange and purple half-circle marks) from the logotype (the word 'Mitie')
- Change the colours or sizings of any parts of the logo

Master logo – Full colour

Master logo – Black and white

Linear logo – Full colour (Digital use)

Linear logo – Black and white

Minimum size

15mm

27mm

Core elements
Our secondary logos

We also have logos for use in specific circumstances. The layered version can be used on non-print collateral elements, i.e. badges, vehicle livery and signage. The initial version is for the social media space as an icon. There are also specific logos available for uniforms only.

Note: The layered logo and 'flat' (non-gradient) logo are for the exclusive use of vehicle livery and uniform branding, respectively.

Layered vehicle livery logo*

Uniform logo – Positive**

Uniform logo – Negative**

*For more information on vehicle livery branding, please see page 56-57.
**For more information on uniform branding, please see page 55.

Core elements
Using our master logo

There are a couple of simple rules you must observe when using our full colour logo. The logo can be used on a white or neutral background, but if used on a dark background or image the tab system must be used.

Clear space
The minimum clear space area that surrounds our logo is the height of the 'm' from our wordmark.

Positioning and tab system
In print, our logo must always appear on a white or a neutral background. Where used on pictures or strong colours please use this tab template.

Logo sizes
To keep it simple we have some measurement guides for consistency across our communications; regardless of their size and orientation, i.e. portrait or landscape, the following minimum sizes have been recommended for the following 'A' formats. If the communication format is not an 'A' size, please take care to maintain the same proportion between the logo and the format, as the examples shown here.

Mitie Brand Identity Rules
Version 2.0 – April 2021
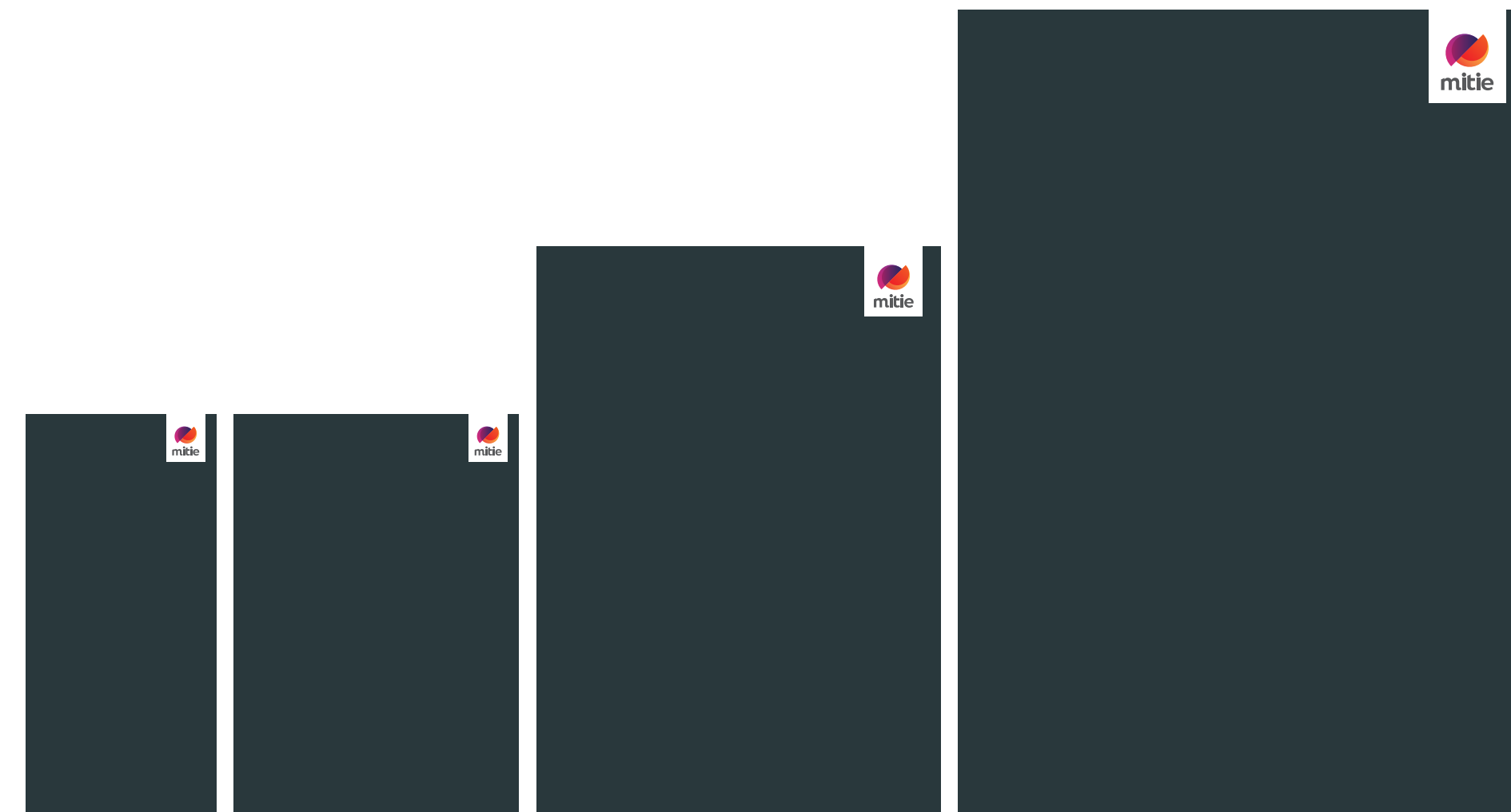

Clear space

Positioning and tab system

Logo sizes
DL – 20mm x 24.5mm
A5 – 20mm x 24.5mm
A4 – 30mm x 36.5mm
A3 – 40mm x 48.5mm

DL   A5   A4   A3

Core elements
Using our linear and secondary logos

Clear space
The minimum clear space area that surrounds our linear and secondary logos is the height of the 'm' from our wordmark. The only exception to this rule is the initial logo (social media). See the diagram opposite for further guidance.

Linear logo positioning
Our linear logo sits top left on our online and email communications and top right on our PowerPoint content slides.

On mobile it's centred at the top for maximum impact, but also to make best use of the screen area for content.

For examples of our linear logo in situ, go to our best practice examples, starting on page 37.
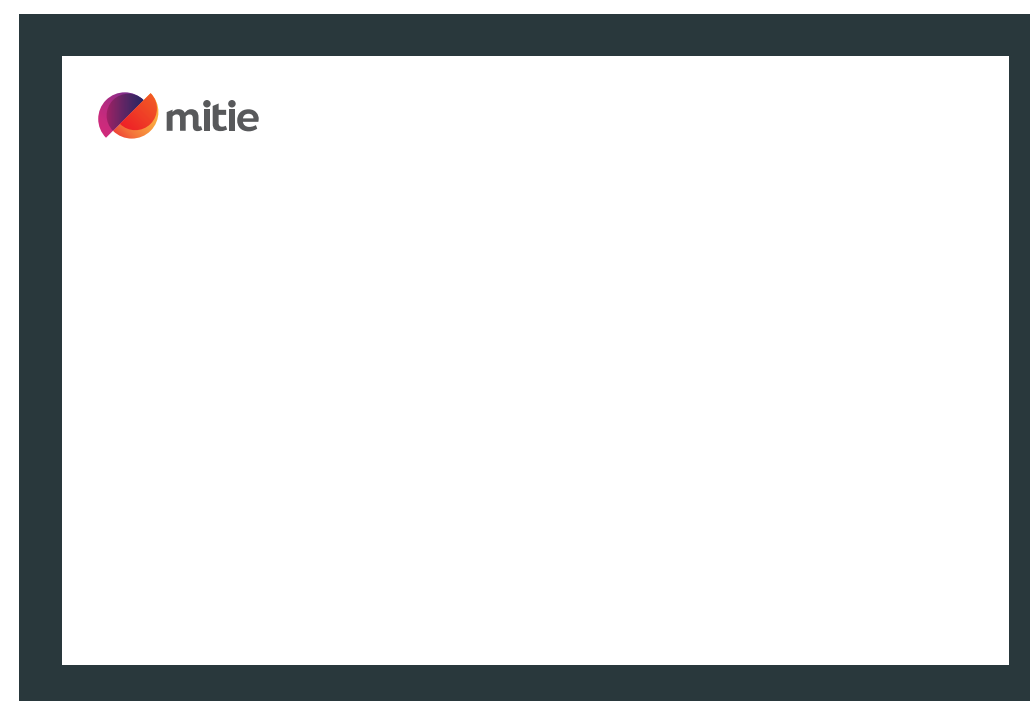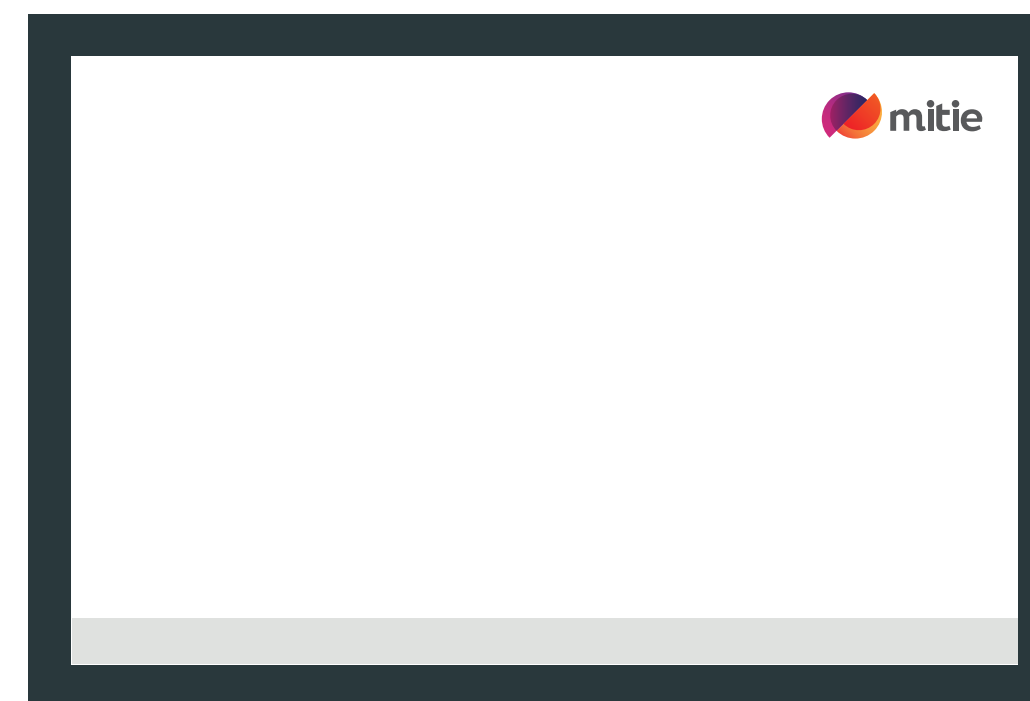
Linear logo (Digital use)

Layered logo

Linear logo positioning

Online and email

PowerPoint

Mobile

Core elements
Business service logos

Mitie branded service logos
Our business service logos must be designed using the tab system and incorporate the Mitie logo. The spacing between the logo tab and the propositional box is the width of the 'i', which is taken from the logotype.
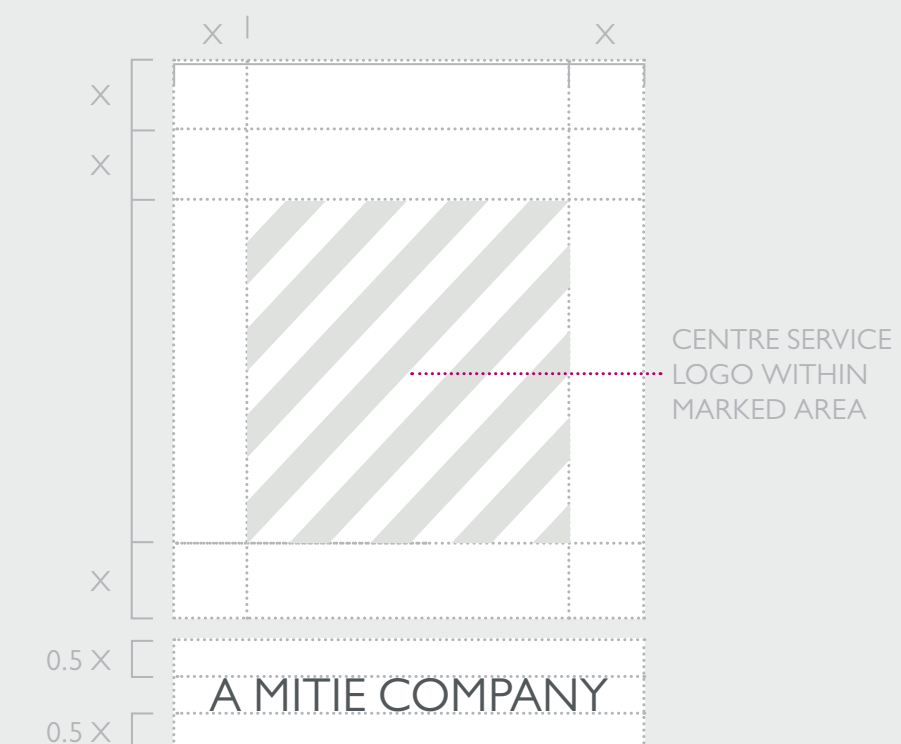
The service name should be set in Gill Sans MT using optical kerning and in/or reversed out of the appropriate business service colour.

Non-Mitie branded service logos
When creating a business service logo that doesn't contain the Mitie brand – follow the same structure and dimensions as above. Place the chosen logo in the space indicated on the right-hand side of this page. Use our Care + Custody examples for guidance.

Note: All business service logos are available to download; search 'Brand Centre' on Minet.

Stacked logo BU lockup for printed documents

SECURITY

TECHNICAL SERVICES

CLEANING SERVICES

SERVICE NAME

care+custody

A MITIE COMPANY

A MITIE COMPANY

A MITIE COMPANY

A MITIE COMPANY

CENTRE SERVICE LOGO WITHIN MARKED AREA

Linear logo BU lockup for digital assets, powerpoint, web, social posts and apps

mitie | SECURITY

mitie | SECURITY